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9/1/52*

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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february

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december

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE                      WHAT'S GOING ON                      GIVEN BY                      WHERE

WEEK BEGINNING MONDAY, SEPTEMBER 1, 1952

Sept. 1                      LABOR DAY (Legal Holiday -- Monday).

## PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 2	<u>HATTIE CARNEGIE</u> At 5:00 P.M.	42 EAST 49TH ST. PUBL.: CONSTANCE WOODWORTH PL. 5-2600 (Also French Imports) (Note Change of Time).
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE. PUBL.: FLORENCE NEFF PL. 3-7300
Monday Sept. 8	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST. PUBL.: GERTRUDE LETTESE CI. 7-7200
Monday Sept. 8	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON CI. 7-1100 (Also French Imports)
Tuesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 9:00 P.M.	611 FIFTH AVE. PUBL.: CAROLYN HAIGHT PL. 3-4000 (Designed by Sophie)
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: RASPONI ASSOC. TE. 8-8171
Thursday Sept. 11	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL.: ELEANOR LAMBERT MU. 8-2130

Beginning "HOLI-DATE" del MAR 498 SEVENTH AVENUE  
Tuesday WITH del MAR SHOWROOM - 6TH FLOOR  
Sept. 2 Holiday dresses and coordinates. Publicity: Ken R. Williams, PE. 6-7462.

Beginning OPENING OF HOLIDAY HERBERT LABANDTER, INC. 1384 BROADWAY  
Tuesday SEPARATES COLLECTION SHOWROOM - 6TH FLOOR  
Sept. 2 By appointment. Contact: PE. 6-8537. Publ.: The Miles, CH. 2-2344.

Beginning COCKTAIL AND EVENING GUILD OF BETTER INDIVIDUAL  
Tuesday SHOE COLLECTIONS SHOE MANUFACTURERS SHOWROOMS  
Sept. 2 Composite display at Shelburne Hotel, Room 312. By appointment. Members include: Newton Elkin, Jerro Brothers, John Marino, Palter DeLiso, M. Wolf, Zuckerman & Fox, Andrew Geller, I. Miller. Publ.: Doris Beechman, MU. 9-5200.

Wednesday PREVIEW OF MILLINERY GIMBELS 6TH FLOOR  
Sept. 3 IMPORTS AND COPIES CONFERENCE ROOM  
10:00 A.M. Gimbels presents millinery imports and copies to the press. By invitation only. Showing for public, Monday, Sept. 8, at 12:30 P.M., on 4th Floor. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 3 10:00 A.M.	DESIGN AND COLOR TRENDS FOR SPRING National Shoe Retailers Ass'n style conference covering fabrics, silhouettes, millinery, shoes, bags, gloves and other accessories. This entire program and presentation will be made by the staff of "Vogue" Magazine. Contact: Mrs. Thelma Hennessey or Mr. L.E. Langston, MU. 6-7520.	NATIONAL SHOE RETAILERS ASS'N.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 3 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS AT LUNCHEON SHOW Fall dresses and suits by David Crystal, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal -- Terry Mayer, BR. 9-6560; Best & Co. -- Madlyn Grimes, PL. 9-2000; Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL SHOE COLLECTION The Tailored Woman will launch their new Fall and Winter shoe collection, featuring exclusive designs by Anthony Mascioli; and "Senorinas", new medium-priced group of "career girl" shoes. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	THE TAILORED WOMAN	STREET FLOOR
Sept. 3	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1).		
Thursday Sept. 4 9:30 A.M. Breakfast	PRESS PREVIEW: FALL FABRIC FASHION SHOW Informal breakfast preview of Macy's Fall fabric fashion show. By invitation only. (Showings for public in Fabric Center, 6th floor, on Sept. 8, 9, 10 and 13 at 12:00 Noon, 2:00 and 4:00 P.M.; and Thurs., Sept. 11 at 2:00, 4:00 and 7:00 P.M.) Publicity: Helen Law, CH. 4-2000.	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
Thursday Sept. 4 12:15 P.M.; 6:00 P.M.	MILLINERY IMPORTS & SAKS 34TH COPIES Presentation of International Millinery, and Saks 34th "carbon copies". Press invited. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Thursday Sept. 4 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ.: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Jay Thorpe--Minnie Fite, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 4 12:30 P.M. Luncheon	PRESS PREVIEW OF LEATHER TREATMENTS Press luncheon showing leather treatment and finishes in new colors for Spring 1953. The 41st Semi-Annual Leather Show, with displays by about 90 tanning firms, will take place in the Grand Ballroom on Thurs., Sept. 4 and Friday, Sept. 5. By invitation. Publ.: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA JANSEN SUITE
Thursday Sept. 4 12:30 P.M. Luncheon	TEEN-AGE FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present teen-age fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks 5th Avenue Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 2:00 P.M.	SWIMSUIT FASHION SHOW IN CALIFORNIA Cole of California's swimsuits, sun dresses, and after-swim fashions for Misses, Juniors (9-15), Girls (9-15), Girls (7-14), Little Girls and Boys (2-6), will be shown in Cole's new "Swim Lanai." <u>Press preview, Thursday, Sept. 4, 2:00 P.M.; Buyers' preview, Friday, Sept. 5, 9:30 A.M.; Buying Offices, Friday, Sept. 5, 2:00 P.M.</u> Contact: Margot Mallary, Adv. Mgr., Cole of California, Pacific Blvd. and Fruitland Ave., Los Angeles.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CALIF.
Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE Fashions from "Charm" Magazine's September issue at Bonwit Teller. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Friday Sept. 5 9:30 A.M. Breakfast	PRESS BREAKFAST: FASHIONS FOR TALL GIRLS Tall Wear will present a press showing of Fall fashions for tall girls. By invitation. Contact: Sylvia Polleck, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET 2ND FLOOR
Friday Sept. 5 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL Jay Thorpe will present Fall ready-to-wear from leading designers at a showing for customers. Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR
Sept. 8	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Monday Sept. 8 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL FASHIONS Martin's presents "New Dimensions in Fashions" at a luncheon for the press. By invitation only. Public showing, Tues., Sept. 9 at 2:30 P.M., 2nd floor. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	FLOOR TO BE ANNOUNCED
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 1).		
Monday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION The Fall custom-order collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers, Tuesday, Sept. 9 at 2:30 P.M.</u> Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Beginning Monday Sept. 8	PREVIEW OF HOLIDAY COLLECTION Jerry Greenwald will present Holiday collection for juniors, with continuous daily showings. Contact: Miss Woelfel, LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FL.
Beginning Monday Sept. 8	PREVIEW OF RESORT AND SPRING COTTONS M. & W. Thomas will present their Non-Stop cottons for Cruise and Spring. By appointment only. Contact: The Miles, GH. 2-2344. LO. 4-5150	M. & W. THOMAS COMPANY	58 WEST 40TH STREET SHOWROOM - 15TH FL.
Beginning Monday Sept. 8 <i>Aug 17</i>	HOLIDAY AND RESORT FASHIONS FOR JUNIORS Felix Safian will present a group of Holiday and Resort fashions for juniors, designed by Lee Evans. Continuous daily showings. Contact: Mr. Goodman, WI. 7-8448.	<i>F.H.</i> FELIX SAFIAN, INC.	1375 BROADWAY SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8- Sept. 9	ANNUAL FALL FASHION EXPOSITION IN DALLAS The Neiman-Marcus awards for distinguished service in the field of fashion will be presented to Roger Fare, Parisian designer of gloves; Anne Fogarty, creator of Junior fashions; and Vincent Monte-Sano, designer of coats and suits. Fashion show followed by a formal ball Monday evening. Exposition open to public Tuesday evening. Net proceeds to Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NIEMAN-MARCUS	DALLAS, TEXAS
Monday Sept. 8- Sept. 10	ANNUAL NATIONAL BEAUTY TRADES SHOW "Revue of Hair and Hat Harmony" at 8:30 P.M. with hats from Walter Florell, John Frederics, Laddie Northridge, Sally Victor. <u>On Wed., Sept. 10 at 8:30 P.M., there will be a showing of fashions by leading manufacturers. By invitation. Contact: Marion Rudoy, Fashion Coordinator, OR. 4-1428.</u>	NAT'L BEAUTY TRADES SHOW (175 FIFTH AVENUE)	HOTEL STATLER PENN TOP
Tuesday Sept. 9 9:00 A.M. Breakfast	PRESS PREVIEW OF FLOWER NOVELTIES Aster Flower Co. presents a collection of flower novelties. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ASTER FLOWER CO.	11 WEST 37TH STREET SHOWROOM - MAIN FLOOR
Tuesday Sept. 9 9:00 A.M. Breakfast	PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS Carlye Dress will present their Holiday and Resort collections to the press. Showing at 9:45 A.M. By invitation. Publ.: Ruth Hammer, EL. 5-7108.	CARLYE DRESS CO.	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Sept. 9 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM ORIGINALS The press will be invited to a luncheon preview of custom-made separates and "frivolities" (Note Change of Date). By invitation. <u>Showing to customers Thursday, Sept. 11 at 5:00 P.M. (cocktails).</u> Publicity: Alyce Green, TE. 8-7218.	LA BOUTIQUE DE ZITA	44 EAST 64TH STREET SALON
Tuesday Sept. 9 2:30 P.M.	PREVIEW OF COATS AND SUITS BY RENEL "Excitement In Towne"--presentation of coat and suit collection, designed by Renel for Fashion Towne. By invitation. Daily continuous showings, beginning Sept. 10. Publicity: Ken Williams, WI. 7-5780.	FASHION TOWNE, INC.	225 WEST 37TH STREET SHOWROOM - 15TH FLOOR
Tuesday Sept. 9 3:30 P.M.	HOLIDAY COLLECTION BY MIGUEL DORIAN Arnold-Fox presents a Holiday collection of cocktail and evening dresses by Miguel Dorian. Also, a special group of original imports. <u>Showings for the trade; Sept. 10, 11, 16, 17, 18 at 3:30 P.M.</u> By invitation only. Publicity: Pauline Greene, MU. 5-3164.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Sept. 9 3:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER COLLECTION Oldric Royce will present his Fall and Winter custom-order collection to the press. (Note <u>Change of Date</u> ). By invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (See Pg. 1).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 9 <i>Aug 25</i>	OPENING OF HOLIDAY DRESS COLLECTION The Holiday dress collection, designed by Frances Prisco for Ted Brown, will be shown daily. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM-8TH FLOOR
Beginning Tuesday Sept. 9	OPENING OF HOLIDAY COLLECTION Henry Rosenfeld will present his Holiday dress collection at continuous daily showings. Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday <i>Aug 17</i> Sept. 9	OPENING OF HOLIDAY COLLECTION Horwitz & Duberman will present their Holiday collection at continuous daily showings. Contact: Bill Durland, LO. 4-1860. <i>Ray Horowitz</i>	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday Sept. 10 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present a collection of Howard Greer of California fashions for Fall. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Fall and Winter custom millinery by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Wednesday Sept. 10 12:30 P.M. Luncheon	LARRY ALDRICH FALL COLLECTION Bonwit Teller will present Larry Aldrich's Fall dress collection during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Larry Aldrich Contact: CH. 4-1872. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Sept. 10	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Thursday Sept. 11 9:00 A.M. Breakfast	PREVIEW OF HOLIDAY AND RESORT SEPARATES Shoreline Sportswear will present their first collection - Holiday and Resort separates for Juniors and Misses - to stores, buying offices, press. Showing at 9:30 A.M. By invitation. Publicity: Merchandising Coordinates, MU. 8-8722.	SHORELINE SPORTSWEAR	1372 BROADWAY SHOWROOM
Cancelled Sept. 11	LORD & TAYLOR'S PRESS PREVIEW OF JACQUES FATH COLLECTION BY JOSEPH HALPERT, SCHEDULED FOR THURS., SEPT. 11, AT 10:00 A.M. HAS BEEN CANCELLED.		
Sept. 11	MAINBOCHER'S CUSTOM-ORDER PRESS SHOWING AT 11:00 A.M. (See Page 1).		
Thursday Sept. 11 12:30 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM MILLINERY Milgrim's custom millinery for Fall will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Milgrim's Contact: Donald Bruce, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA STARLIGHT ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 11 12:30 P.M. Luncheon	SEPARATES AND SUITS AT LUNCHEON SHOW David Crystal's "Pieces of Eight" collection, as shown in Sept. 1 "Vogue". Also, Haymaker separates, Izod of London shirts and Lady Northcool suits. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT FASHIONS Preview of 1953 "Fun Fashions", inspired by and created from the new line of Wellington Sears' fabrics. By invitation only. Publicity: Ella Howard, Ellington & Co., MU. 7-4300.	WELLINGTON SEARS CO. (65 WORTH STREET)	PARK LANE HOTEL CRYSTAL ROOM
Thursday Sept. 11 4:00 P.M.	PRESS PREVIEW: IMPORTS AND RUSSEKS' COPIES Press showing of fashions from Paris, Spain and Italy with Russeks' copies. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR FUR STUDIO
Thursday Sept. 11 5:45 P.M.	FALL FASHIONS FROM "MADEMOISELLE" Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sept. 14- Sept. 18	RESORT AND CRUISE SHOWINGS IN MIAMI BY MIAMI FASHION COUNCIL. Contact: Leonard Grossman, executive director, Miami, Florida.		
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood's Fall collection will be shown to the press by Jay Thorpe. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR
Monday Sept. 15 12:00 Noon Luncheon	FASHION SHOW AT RACE TRACK OPENING Bonwit Teller will present fashions by Larry Aldrich, Harvey Berin, Christian Dior, Traina Norell, Ben Reig, Nettie Rosenstein at the opening day of Belmont Race Track's Fall Season. (Cars will leave Bonwit Teller at 9:30 A.M. for press who plan to photograph at race track). Press by invitation. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Belmont Publicity: Jeanne Fair, News Contacts, RE. 4-1450.	BONWIT TELLER & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L. I.
Monday Sept. 15 12:30 P.M. Luncheon	SHOWING OF FALL COATS AND SUITS Saks Fifth Avenue will present a preview of Fall coats and suits by Carmel, Ben Gershel, Mangone, Monte Sano and Pruzan, and Ben Zuckerman during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Saks Fifth Avenue -- Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 16 9:00 A.M. Coffee	FALL FASHION SHOW FOR PRESS Bloomingdale's will present a collection of Fall coats, suits and dresses. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	SPECIALTY SHOP GREEN ROOM - 3RD FL.



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Tuesday Sept. 16 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD Tenth Annual American Fashion Critics' Award, sponsored by Coty, Inc., with a fashion show following the presentation of awards. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Sept. 16 4:00 P.M.	PREVIEW: CRUISE, RESORT AND HOLIDAY FASHIONS Harmay will present a press preview of their Cruise, Resort and Holiday fashions. By invitation only. Daily showings thereafter at 4:00 P.M.; contact: Mr. Macy, PE. 6-5547. Publicity: Pauline Greene, MU. 5-3164.	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Sept. 17 9:30 A.M. Breakfast	PREVIEW: KNIT FASHIONS BY BONNIE CASHIN Special collection of Holiday and Resort knitted fashions, designed by Bonnie Cashin. By invitation. Daily trade showings at 1407 Bway, 12:00 Noon, luncheons. By invitation. Publicity: Donna Cannon, PL. 3-7072.	JOSEPH GUTTMAN (1407 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday Sept. 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS Namm-Loeser's will present a press preview of their new Fall fashions. Showing at 10:00 A.M. By invitation only. Public show Thurs., Sept. 18, at 6:00 P.M., on 2nd Floor. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM-LOESER'S, INC.	8TH FLOOR EXECUTIVE OFFICES
Wednesday Sept. 17 12:00 Noon Luncheon	PREVIEW: CUSTOM-ORDER AND READY-TO-WEAR Sydell will present her Fall and Winter custom-order and ready-to-wear collections. Show at 2:30 P.M. By invitation only. Contact: EL. 5-8729.	SYDELL	WALDORF-ASTORIA SERT ROOM
Wednesday Sept. 17 12:30 P.M. Luncheon	FASHION SHOW FOR 127TH ANNIVERSARY Arnold Constable will present Fall and Winter fashions at a luncheon show celebrating their 127th anniversary. Press by invitation. Public by reservation; contact: TE. 8-8000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 17 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 17 4:30 P.M. Cocktails	PRESS PREVIEW OF NEW DRENE SHAMPOO Procter and Gamble will present an entirely new Drene shampoo. By invitation. Contact: Pauline Bowie, Edward L. Bernays, TE. 8-5000.	PROCTER & GAMBLE CO.	STORK CLUB 2ND FLOOR
Wednesday Sept. 17 5:00 P.M. Cocktails	PRESS PREVIEW: HOLIDAY AND RESORT SEPARATES Presentation of Holiday and Resort separates. By invitation. Contact: Louise G. Fried, RH. 4-0300.	JANE ENGEL, INC.	50 EAST 79TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 9:15 A.M. Breakfast	PREVIEW OF FASHIONS FROM "NUMBER KNITTING" Crown Publishers invites the fashion press to preview fashions from their new book "Number Knitting" and to meet the author, Virginia Woods Bellamy. By invitation. Publicity: Lind-Gilbert Associates, PL. 3-4786.	CROWN PUBLISHERS, INC.	COUNTRY SHOP REST. 1290 SIXTH AVENUE
Thursday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON - 3RD FLOOR
Thursday Sept. 18 12:30 P.M. Luncheon	MOLLIE PARNIS FALL COLLECTION Bonwit Teller will present Mollie Parnis' Fall collection during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Bonwit Teller Contact: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 18 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. De Pinna Commentator and Coordinator: Solita Arbib, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 18 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present their Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ. and Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 3:00 P.M.	PRESS PREVIEW OF CUSTOM-MADE GOWNS Press showing of custom-made fashions. By invitation. Contact: PL.3-5049.	MORT MOGEL	23 EAST 67TH STREET SALON - 2ND FLOOR
Thursday Sept. 18 5:45 P.M.	SHOWING OF FASHIONS FROM "GLAMOUR" MAGAZINE Presentation of fashions from "Glamour" Magazine's September issue. Press invited. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sept. 20	ROSH HASHONAH -- FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 21	ROSH HASHONAH -- SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 22 10:30 A.M.	PREVIEW FOR PRESS OF RESORT COLLECTION Press showing of the Elfreda-Fox Resort collection. By invitation. Trade showings at 1:00 P.M. daily, beginning Tuesday, Sept. 23. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Monday Sept. 22 12:30 P.M. Luncheon	PARIS IMPORTS AND COPIES AT LUNCHEON Gimbels will present Paris fashions and copies at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 22 3:00 P.M.	PREVIEW: CUSTOM-ORDER FALL COLLECTION Press showing of Carrie Munn's collection of custom-order fashions for Fall and Winter. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Monday Sept. 22 3:30 P.M. Cocktails	PREVIEW: COLOR IN HAIRSTYLES & FASHIONS Victor Vito, hair stylist, presents "Colorama", the first complete beauty and fashion picture, coordinating color in hairstyles and in clothes. Showing at 4:00 P.M. By invitation only. Publicity: Charlotte Byrum or Gloria Crimmins, PL. 3-6905.	VICTOR VITO, INC.	PLACE TO BE ANNOUNCED
Tuesday Sept. 23 9:30 A.M. Breakfast	OPENING OF 1953 SWIMSUIT COLLECTION Jantzen will present their collection of 1953 swimsuits and sunclothes for women, men and children. By invitation. Publ.: Grace Hill, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 23 10:30 A.M.; 2:30 P.M.	PREVIEW OF RESORT AND HOLIDAY COLLECTION David Levine will present Resort and Holiday collection. By appointment. Contact: Miss Fritzzi, LA. 4-0237.	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
Tuesday Sept. 23 11:00 A.M.	PREVIEW OF HOLIDAY AND RESORT COLLECTION Press preview of Benham Originals -- Holiday and Resort collection. By invitation only. <u>Daily trade showings, beginning Sept. 24, at 2:30 P.M.</u> Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday Sept. 23 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING The Fashion Group will present a report and showing of Paris collections. Speaker: Carmel Snow, editor, "Harper's Bazaar". Co-chairmen: Elizabeth Ritter of "Glamour"; and Nancy Maxwell of ABC Fabrics. Price: \$5.50 for members; \$7.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday Sept. 23 12:30 P.M. Luncheon	PATTULLO-JO COPELAND FASHIONS AT LUNCHEON Saks Fifth Avenue will present Fall fashions by Jo Copeland of Pattullo at a luncheon for wives of American College of Surgeons. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 23 3:00 P.M.	PRESS PREVIEW: RESORT AND CRUISE COLLECTION del Mar will present Resort and Cruise collection of dresses, coordinates, sun dresses and swimsuits by Jan Little and Will Saunders. <u>Preview for N.Y. resident buyers and Fifth Ave. stores: Wednesday, Sept. 24 at 3:00 P.M. followed by cocktails.</u> By invitation only. Publicity: Ken R. Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW OF RESORT SWIM SUITS Press preview of Roxanne Swim Suits for Resort wear. Publicity: Nona James, CH. 4-7658.	ROXANNE ABC SWIMSUITS (6 EAST 32ND STREET)	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 24 10:30 A.M.	PRESS PREVIEW OF FALL AND WINTER FURS Revillon will present their Fall and Winter fur collection to the press. By invitation only. Contact: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Wednesday Sept. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 24 12:30 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SWIMSUITS Parform's press preview of new swimsuits for 1953. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PARFORM, INC. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 11:00 A.M. Aperitif & Luncheon	PRESS PREVIEWS: SEA Nymph & de GIVENCHY SWIMSUITS Jordan Mfg. Co. will present a new line of swimsuits, designed by Hubert de Givenchy; also their own Sea Nymph collection for 1953. (Showing at 11:30 A.M. followed by luncheon). By invitation only. Jordan Publicity: Jack Shor, WI. 7-6700. de Givenchy Publicity: Ruth Hammer, EL. 5-7108.	JORDAN MFG. CO. (1410 BROADWAY)	ST. REGIS HOTEL ROOF
Thursday Sept. 25 12:30 P.M. Luncheon	HARVEY BERIN'S FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection at a luncheon show. Press by invitation. Public by reservation. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Waldorf Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 25 12:30 P.M. Luncheon	ANNA MILLER FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Fall fashions by Anna Miller. Press by invitation. Public by reservation. Saks 5th Ave. Publicity: Carolyn Haight, PL. 3-4000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 29	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Monday).		

Beginning Monday Oct. 6	OPENING OF SPRING SPORTSWEAR LINES Opening of Resort and Spring sportswear collections. Members include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM CO.	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
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